

Leather Landscapes

Background:

Leather is a natural material. But to increase performance, hides are sprayed with chemicals that are anything but natural. Evolved By Nature, a life sciences company, found a way to finish leather using natural silk instead.

Idea:

Evolved By Nature's carbon reductive biofinishing system brings this natural material closer to nature, using naturally derived ingredients, instead of petrochemicals, to enhance performance.

Execution:

Each image in this print campaign was created using an actual Evolved By Nature leather article. By using just the right angle, with just the right light, we achieve a series of "Leather Landscapes" that shows off the grain, texture, finish and color of each article while also sending a powerful message about the natural material leather was always meant to be.

Results:

This print campaign announced Evolved By Nature as the best sustainable alternative to carbon-heavy leather finished with petrochemicals.

So far, we've received orders to finish over 10,000,000 square feet of leather more sustainably. Or enough to make over 2 million handbags.

We also removed thousands of metric tons of CO₂ in the process (a 76% reduction compared to leather finished with traditional petrochemical systems).

And we completely eliminated fossil fuel-derived "forever chemicals" from the final products as a result – shoes, jackets, handbags and accessories that are already in circulation and will one day biodegrade more easily.